



Four Corners Brookfield Town Center Revitalization Plan

Fitzgerald & Halliday Scope of Work synopsis

The purpose of the Four Corners Revitalization Plan is to develop a practical, functional revitalization plan that provides a clearly visualized future scenario for the Four Corners area. The project area is defined as the zone which encompasses this area. The zone is called the Town Center District.

In general the project will combine professional market analysis and evaluation of the existing conditions and projected future needs with extensive public input. The project will consist of six tasks:

- Project Collaboration
- Project Discovery
- Community Engagement
- Future Land-use Plan and Transportation System Scenario Development
- Implementation Program Development
- Documentation

Project Collaboration: The scope of work describes how the Town of Brookfield will manage the process along with committee of town residents to steer the project. This Steering Committee (called the TAC in the scope of work) will be composed of representatives from land use commissions, the Chamber of Commerce, the Police and Fire Departments, the Town Engineer, the Board of Selectmen, the regional planning agency, HVCEO and other relevant points of view with the broader interests of the town in mind. This Steering Committee will guide the process by reviewing and commenting on all aspects of the project as the technical evaluations and the public engagement process are carried out.

Project Discovery: This is a process during which Fitzgerald & Halliday will identify existing conditions and trends and assess issues and opportunities in the study area. The focus of this task is to quickly synthesize available data and supplement the information with targeted field observations. A field inventory will document the existing condition of land and buildings, observe traffic and roadway conditions, evaluate the condition of existing infrastructure such as sidewalks, and parking, public utilities, drainage and facilities supporting public transit. A build-out analysis will be conducted based on the information from the field day to develop a listing of developable land by acreage, type of use, and potential parking demand. This information will help inform the market study and will be used later in the study process to help set the

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context for discussion with stakeholders. Transportation system analysis, an infrastructure review and a parking analysis will be produced to hone in on the issues and opportunities for development in the Four Corners.

Community Engagement: Participation by individuals who have a stake in the development of the Four Corners, such as property owners, business owners, residents near the district, real estate agents and developers, will be crucial to this process as well. These stakeholder groups as well as the general public will be engaged in the process at every stage. Our office is currently actively engaged in developing emailing and standard mailing lists of everyone who is interested in being notified of opportunities to participate. Please find our email address at the end of this document.

Specific vehicles for public participation include individual and focus group interviews, an online survey, a Visual Preference Survey focusing on the visual character and a four-day planning workshop called a “charrette”. The online survey is scheduled to be active in late March through late April and the planning workshop is scheduled for mid-May. Our office will be notifying anyone who requests to be on our emailing list of these events as the time comes closer.

The charrette workshop will rely on public participation to combine the technical analyses with the public’s view of the constraints and opportunities in the Four Corners. This phase of the project will result in a draft concept plan for the study area including land uses, the transportation network and facilities, and the spatial arrangement of buildings and parking.

Future Land-use Plan and Transportation System Scenario Development: Fitzgerald & Halliday will take the draft concept that emerges from the charrette workshop process and add detail to it. In addition, they will prepare up to three supporting renderings to illustrate the plan and draft a set of recommendations for economic development, transportation system improvements, and land use management to complement the concept plan.

Fitzgerald & Halliday will prepare a draft concept plan for review and comment. An additional Steering Committee meeting will be held to guide the final concept plan development toward consensus. The final draft will be placed on the Town website along with a contact email where comments can be sent. Fitzgerald & Halliday will prepare the final concept plan in response to comments received.

Implementation Program Development: Based on the concept plan, Fitzgerald & Halliday will develop a program of recommended strategies and actions to implement the plan. From this, they will identify priorities, initiatives, and potential phasing of plan elements for review with the Steering Committee. A rough cost estimate for the transportation system will be prepared along with identification of potential funding resources for the implementation of the concept plan elements.

The final piece of the Market Analysis, the Fiscal Impact Analysis, will be prepared at this time. It will evaluate the preferred development scenario(s) in terms of potential municipal expenditures and tax revenue. This will include an illustrative “Project Proforma Statement” for

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a single site with a “typical” development project (e.g., mixed-use site, inclusive of residential, retail and office).

Assemble Four Corners Revitalization Plan: The end product will be a visually rich document with limited and targeted text and a clear and straight-forward implementation program. It will focus on communicating all of the elements of the concept plan and how those elements can be achieved. The plan will include:

- Final concept master plan
- Streetscape, public space, and amenities plan
- Complete Streets plan: modifications to roadways, circulation patterns, network and accommodations for transit, bicyclists and pedestrians, and design guidelines
- Economic development/market sustainability recommendations; what ways can the Town influence development patterns and market attraction to help with the Four Corners plan?
- Regulatory framework recommendations: how should the zoning regulations be modified to facilitate realization of the Four Corners Plan
- Up to three renderings of the concept plan in part or whole
- Preliminary ‘order-of-magnitude’ cost estimates for infrastructure improvements
- Transportation infrastructure design guidelines for the Town Center District addressing pertinent elements of the revitalization plan

The complete scope of work can be accessed on the town website at www.brookfieldct.gov or in the Land Use Office.

If you wish to be kept up to date on how you can participate, please send your email address to landuse@brookfieldct.gov with Four Corners in the subject line. We will only use your email address for this purpose and will only send blind copies so that your email address will remain unknown to other participants.

Thank you for your interest in making Brookfield Four Corners into more than just a dream.

Katherine Daniel, AICP
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Brookfield Land Use Office